Subject: RE: California Cultural Districts Partnership Agreement
From: "Linda Grimes" <llgrimes@ix.netcom.com>
Date: 03/13/2017 12:19 PM
To: "'Lorena Parker'" <lparker@sanpedrobid.com>
CC: "'Eric Eisenberg'" <ericeoban@gmail.com>

Thank you Lorena.
I can pick up the orginal on Wednesday morning after the Chamber Board meeting.

Linda Grimes,
Managing Director - **San Pedro Waterfront Arts District**
On the Web: www.SanPedroWaterfrontArtsDistrict.com
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From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Monday, March 13, 2017 12:06 PM
To: Linda Grimes
Cc: Eric Eisenberg
Subject: Re: California Cultural Districts Partnership Agreement

Linda,

Here's the letter of support. Please stop by if you want an original letter. The scanned quality is not great.

Best of luck to you.

Best regards,

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
San Pedro Historic Waterfront
Business Improvement District
390 W. 7th Street | San Pedro, CA 90731
T 310.832.2183 | F 310.832.0685
Lparker@sanpedrobid.com
www.sanpedrobid.com

On Wed, Mar 8, 2017 at 11:45 AM, Linda Grimes <llgrimes@ix.netcom.com> wrote:
Happy Women's Day Lorena –

Hope this email finds you well?

As you may know, new California legislation (https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201520160AB189) has empowered the California Arts Council to

designate areas as state cultural districts. A cultural district is defined as a geographical area with a concentration of cultural facilities, creative enterprises, or arts venues. To view a copy of the application, please click here: https://www.caculturaldistricts.org/.

That is why we are seeking a partnership with the **San Pedro Historic Waterfront Business Improvement District**, in order to submit a LOI to the California Arts Council, by **Friday, March 24th**. If you are willing to partner with the San Pedro Waterfront Arts District, could you please send us a partnership agreement letter, on your organization's letterhead with the following language? The application also asks for a copy of your operating budget for the current and immediate past fiscal year.

In this time of accelerated development in our area, we recognize the importance of designating areas with vibrant creative communities as Cultural Districts will not only celebrate our diverse cultural landscape, but will also help to draw economic development and tourism to the San Pedro economy.

To that end, we agree to partner with the San Pedro Waterfront Arts District as an active cohort in their quest to become a California Cultural District. This is a natural progression of the 2009 Los Angeles Community Redevelopment Agency intentions for funding the Arts Entertainment and Cultural Committee, as a partnership program of the San Pedro Chamber of Commerce. This incubator investment fueled the establishment of the non-profit San Pedro Waterfront Arts District, whose mission is to promote San Pedro's authentic arts, culture and entertainment character, through Advocacy, Marketing and Education activities.

In a research article based on a study of 99 U.S. urban cultural districts, American scholar Douglas Noonan (2013) found that on average Cultural Districts have significant impacts. "Districts appear to boost property values, incomes, employment, and turnover in the vicinity."

Furthermore, we understand Cultural Districts:

- **Are unique to the character, community, and resources available locally.**
- **Have a significant economic impact on cities, attracting businesses, tourists, and local residents to a central part of the city.**
- **Can help revitalize neighborhoods and increase the quality of life for its residents.**
- **Serve as a vehicle to assist in the support and marketing of local nonprofit cultural organizations.**
- **Serve as a focal point to brand a city's unique cultural identity and embrace its historic significance.**
- **Sometimes have formal boundaries lines with specific zoning ordinances and economic tax incentives.**
- **Might have more informal, unofficial boundaries that become a focal marketing point to cluster arts organizations.**

In addition, we believe the benefits of participating in the pilot will help advance the cultural profile of this area for many years to come:

- **Official state certification**
- **California Cultural Districts branding materials**
- **Technical assistance**
- **Joint marketing support**
- **Participation in developmental evaluation of the program**

To quote the legislation, we believe Cultural Districts have the power to:

- **Attract artists, creative entrepreneurs, and cultural enterprises.**
- **Encourages economic development and supports entrepreneurship in the creative community.**
- **Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.**
- **Fosters local cultural development.**
- **Provides a focal point for celebrating and strengthening the unique cultural identity of the community.**
- **Promotes opportunity without generating displacement or expanding inequality.**

Establishing our area as a California Cultural District will assist our efforts to promote this community as a significant arts and culture destination.

Signed;

Please let me know if you have comments, questions or concerns? We look forward to submitting a winning LOI to the California Art Council, by March 24th, 2017

Thank you!

Linda Grimes,
Managing Director - **San Pedro Waterfront Arts District**
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